

*Handwritten mark*

Please type a plus sign (+) inside this box ---> ☐

Modified PTO/SB/21 (08-00)  
Approved for use through 10/31/2002. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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|  |                             |                               |                             |
|--|-----------------------------|-------------------------------|-----------------------------|
| <b>TRANSMITTAL FORM</b><br><i>(to be used for all correspondence after initial filing)</i> | <b>Application Number</b>   | 10/748,870                    |                             |
|  | <b>Filing Date</b>          | December 29, 2003             |                             |
|  | <b>First Named Inventor</b> | Jeffrey A. DEAN               |                             |
|  | <b>Group Art Unit</b>       | 2178                          |                             |
|  | <b>Examiner Name</b>        | Wilson W. Tsui                |                             |
| <b>Total Number of Pages in This Submission</b>  |                             | <b>Attorney Docket Number</b> | Google-35APP (GP-090-00-US) |

| ENCLOSURES <i>(check all that apply)</i>  |  |   |
|---|--|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form<br><input checked="" type="checkbox"/> Fee Attached<br><input type="checkbox"/> Amendment / Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Response to Missing Parts/Incomplete Application<br><input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers <i>(for an Application)</i><br><input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group<br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i><br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Postcard Receipt<br><input checked="" type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i> <ul style="list-style-type: none"><li>- Statement Under 37 C.F.R. § 3.73 (b)</li><li>- Petition to Add Inventor</li><li>- Written Consent of Assignee</li><li>- Statement by Added Inventor</li><li>- Copy of Assignment</li><li>- Three (3) executed Power of Attorney forms</li></ul> |
| <b>Remarks</b>  |  |   |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT |                                    |
|--|------------------------------------|
| Firm or Individual name                    | John C. Pokotylo (Reg. No. 36,242) |
| Signature                                  | <i>John C. Pokotylo</i>            |
| Date                                       | January 16, 2007                   |

| CERTIFICATE OF MAILING   |                         |      |                  |
|--|-------------------------|------|------------------|
| I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: <span>January 16, 2007</span> |                         |      |                  |
| Typed or printed name  | John C. Pokotylo        |      |                  |
| Signature  | <i>John C. Pokotylo</i> | Date | January 16, 2007 |

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-35APP (GP-090-00-US)**

Applicants: **Jeffrey A. DEAN, Krishna BHARAT**

Serial No.: **10/748,870**

Filing Date: **December 29, 2003**

Title: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR  
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH  
CONTENT-RELATED ADVERTISEMENTS**

Examiner: **Not yet assigned**

Group Art Unit: **2127**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Petition to Add Inventor under 37 C.F.R. § 1.48(a)**

The applicants respectfully request that the inventorship of the above-referenced application be amended to name the actual inventors. Specifically, the applicants request that Paul Buchheit be added as an inventor such that the joint inventors are now:

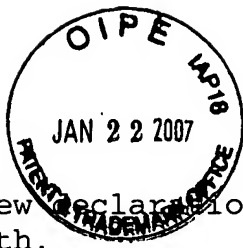
Jeffrey A. DEAN;  
Krishna BHARAT; and  
Paul BUCHHEIT.

A statement from each person being added as an inventor, namely Paul Buchheit, that the error in inventorship occurred without deceptive intention on his or her part is filed herewith.

01/23/2007 JBALINAN 00000009 10748870

01 FC:1464

130.00 GP



New declarations by the actual inventors are also filed herewith.

The processing fee of \$130.00, set forth in 37 C.F.R. § 1.17(i), is filed herewith.

A copy of a recorded assignment, executed by the original named inventors, is enclosed. The written consent of the assignee under 37 C.F.R. § 3.73(b) is filed herewith.

Respectfully submitted,

Dated: January 16, 2007

John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 542-9070

STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **January 16, 2007** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
John C. Pokotylo

36,242

Reg. No.



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Modified PTO/SB/17 (01-03)  
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

# FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ ) 130.00

## Complete if Known

|                      |                             |
|----------------------|-----------------------------|
| Application Number   | 10/748,870                  |
| Filing Date          | December 29, 2003           |
| First Named Inventor | Jeffrey A. DEAN             |
| Examiner Name        | Wilson W. TSUI              |
| Art Unit             | 2178                        |
| Attorney Docket No.  | Google-35APP (GP-090-00-US) |

## METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number 50-1049

Deposit Account Name Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments

☒ Charge any additional fee(s) due in connection with the filing submitted herewith

☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

### 1. BASIC FILING, SEARCH & EXAMINATION FEES

| Large Entity  |          | Small Entity | Fee Description | Fee Paid   |
|---------------|----------|--------------|-----------------|------------|
| Fee Code (\$) | Fee (\$) | Fee (\$)     |                 |            |
| 1000          | 500      |              | Utility fee     |            |
| 430           | 215      |              | Design fee      |            |
| 660           | 330      |              | Plant fee       |            |
| 1400          | 700      |              | Reissue fee     |            |
| 200           | 100      |              | Provisional fee |            |
| SUBTOTAL (1)  |          |              |                 | (\$ ) 0.00 |

### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Extra Claims Fee from below Fee Paid

Total Claims  -20\*\* =  X  =

Independent Claims  -3\*\* =  X  =

Multiple Dependent  =

| Large Entity  |          | Small Entity | Fee Description  | Fee Paid   |
|---------------|----------|--------------|--|------------|
| Fee Code (\$) | Fee (\$) | Fee (\$)     |  |            |
| 1202          | 50       | 2202         | 25 Claims in excess of 20                                    |            |
| 1201          | 200      | 2201         | 100 Independent claims in excess of 3                        |            |
| 1203          | 360      | 2203         | 180 Multiple dependent claim, if not paid                    |            |
| 1204          | 200      | 2204         | 100 **Reissue independent claims over original patent        |            |
| 1205          | 50       | 2205         | 25 **Reissue claims in excess of 20 and over original patent |            |
| SUBTOTAL (2)  |          |              |  | (\$ ) 0.00 |

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

| Large Entity  |          | Small Entity  |          | Fee Description  | Fee Paid |
|---|----------|---------------|----------|--|----------|
| Fee Code (\$)                                       | Fee (\$) | Fee Code (\$) | Fee (\$) |  |          |
| 1051  | 130      | 2051          | 65       | Surcharge - late filing fee or oath  |          |
| 1052  | 50       | 2052          | 25       | Surcharge - late provisional filing fee or cover sheet                     |          |
| 1053  | 130      | 1053          | 130      | Non-English specification  |          |
| 1812  | 2,520    | 1812          | 2,520    | For filing a request for ex parte reexamination                            |          |
| 1804  | 920*     | 1804          | 920*     | Requesting publication of SIR prior to Examiner action                     |          |
| 1805  | 1,840*   | 1805          | 1,840*   | Requesting publication of SIR after Examiner action                        |          |
| 1251  | 120      | 2251          | 60       | Extension for reply within first month                                     |          |
| 1252  | 450      | 2252          | 225      | Extension for reply within second month                                    |          |
| 1253  | 1,020    | 2253          | 510      | Extension for reply within third month                                     |          |
| 1254  | 1,590    | 2254          | 795      | Extension for reply within fourth month                                    |          |
| 1255  | 2,160    | 2255          | 1,080    | Extension for reply within fifth month                                     |          |
| 1401  | 500      | 2401          | 250      | Notice of Appeal   |          |
| 1402  | 500      | 2402          | 250      | Filing a brief in support of an appeal                                     |          |
| 1403  | 1,000    | 2403          | 500      | Request for oral hearing   |          |
| 1451  | 1,510    | 1451          | 1,510    | Petition to institute a public use proceeding                              |          |
| 1452  | 500      | 2452          | 250      | Petition to revive - unavoidable   |          |
| 1453  | 1,500    | 2453          | 750      | Petition to revive - unintentional   |          |
| 1501  | 1,400    | 2501          | 700      | Utility issue fee (or reissue)   |          |
| 1502  | 800      | 2502          | 400      | Design issue fee   |          |
| 1503  | 1,100    | 2503          | 550      | Plant issue fee  |          |
| Petitions to the Commissioner - check fee sheet     |          |               |          |  |          |
| 1807  | 50       | 1807          | 50       | Processing fee under 37 CFR 1.17(c)  |          |
| 1806  | 180      | 1806          | 180      | Submission of Information Disclosure Stmt                                  |          |
| 8021  | 40       | 8021          | 40       | Recording each patent assignment per property (times number of properties) |          |
| 1809  | 790      | 2809          | 395      | Filing a submission after final rejection (37 CFR 1.129(a))                |          |
| 1810  | 790      | 2810          | 395      | For each additional invention to be examined (37 CFR 1.129(b))             |          |
| 1801  | 790      | 2801          | 395      | Request for Continued Examination (RCE)                                    |          |
| 1802  | 900      | 1802          | 900      | Request for expedited examination of a design application                  |          |
| Other fee (specify) <u>Petition to Add Inventor</u> |          |               |          |  |          |
| * Reduced by Basic Filing Fee Paid                  |          |               |          |  |          |
| SUBTOTAL (3)  |          |               |          |  | 130.00   |

## SUBMITTED BY

|                   |                  |                                   |                  |           |                |
|-------------------|------------------|-----------------------------------|------------------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo | Registration No. (Attorney/Agent) | 36,242           | Telephone | (732) 542-9070 |
| Signature         |                  | Date                              | January 16, 2007 |           |                |

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-35APP (GP-090-00-US)

Applicants: Jeffrey A. DEAN, Krishna BHARAT

Serial No.: 10/748,870

Filing Date: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR  
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH  
CONTENT-RELATED ADVERTISEMENTS

Examiner: Not yet assigned

Group Art Unit: 2127

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

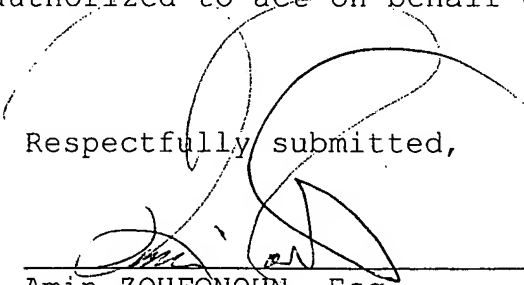
S I R:

Written Consent of Assignee under 37 C.F.R. § 1.48(a)

Google, Inc., the assignee of the above-referenced patent application, consents to have Paul Buchheit added as an inventor in the above-referenced application. The undersigned (whose title is provided below) is authorized to act on behalf of the assignee.

Respectfully submitted,

Dated: August 23, 2005

  
Amin ZOUFONOUN, Esq.  
Intellectual Property Counsel  
Google, Inc.



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-35APP (GP-090-00-US)

Applicants: Jeffrey A. DEAN, Krishna BHARAT

Serial No.: 10/748,870

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CONTENT-RELATED ADVERTISEMENTS

Examiner: Not yet assigned

Group Art Unit: 2127

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450


S I R:

Statement by Added Inventor under 37 C.F.R. § 1.48(a)

Due to an error, I, Paul Buchheit, was not listed as an inventor in the above-referenced application. The error in inventorship occurred without deceptive intent on my part.

Respectfully submitted,

Dated: August 18, 2005

  
Paul BUCHHEIT



Modified PTO/SB/01 (10-01)  
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**DECLARATION AND POWER OF  
ATTORNEY FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

☐ Declaration Submitted with Initial Filing  
OR  
☒ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

|                          |                          |
|--------------------------|--------------------------|
| Attorney Docket Number   | Google-35APP (GP-090-00- |
| First Named Inventor     | Jeffrey A. DEAN          |
| <b>COMPLETE IF KNOWN</b> |                          |
| Application Number       | 10/748,870               |
| Filing Date              | December 29, 2003        |
| Art Unit                 | 2127                     |
| Examiner Name            | Not yet assigned         |

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING RELATED  
INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS

(Title of the invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) December 29, 2003 as United States Application Number or PCT International

Application Number 10/748,870 and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims; as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

| Prior Foreign Application Number(s) | Country | Foreign Filing Date (MM/DD/YYYY) | Priority Not Claimed     | Certified Copy Attached? |                          |
|-------------------------------------|---------|----------------------------------|--------------------------|--------------------------|--------------------------|
|                                     |         |                                  |                          | YES                      | NO                       |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 4]

Modified PTO/SB/01 (10-01)

Approved for use through 10/31/02, OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## **DECLARATION AND POWER OF ATTORNEY**

### **Utility or Design Patent Application**

#### **Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Andrew Watson (Reg. No. 46,371)  
Amin Zoufonoun (Reg. No. 48,065)

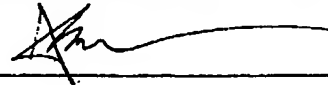
as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.




Modified PTO/SB/01 (10-01)  
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 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

|  |  |   |   |  |                       |
|--|--|---|---|--|-----------------------|
| Direct all correspondence to: <input checked="" type="checkbox"/>  |  | Customer Number <span style="border: 1px solid black; padding: 2px;">26479</span> |   | OR <input type="checkbox"/> Correspondence address below |                       |
| Name <b>Straub &amp; Pokotylo</b>  |  |   |   |  |                       |
| Address <b>620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor</b>  |  |   |   |  |                       |
| City <b>Tinton Falls</b>   |  |   | State <b>NJ</b>   |  | ZIP <b>07724-3260</b> |
| Country <b>USA</b>   |  | Telephone <b>(732) 542-9070</b>   |   | Fax <b>(732) 542-9071</b>                                |                       |
| <p>I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.</p> |  |   |   |  |                       |
| NAME OF SOLE OR FIRST INVENTOR:  |  |   | <input type="checkbox"/> A petition has been filed for this unsigned inventor |  |                       |
| Given Name<br>(first and middle (if any)) <b>Jeffrey A.</b>  |  |   | Family Name<br>or Surname <b>Dean</b>   |  |                       |
| Inventor's Signature   |  |   |   | Date   |                       |
| Residence: City <b>Palo Alto</b>   |  | State <b>CA</b>   |   | Country <b>USA</b>                                       |                       |
| City <b>Palo Alto</b>  |  | State <b>CA</b>   |   | ZIP <b>94303</b>   |                       |
| Country <b>USA</b>   |  | Citizenship <b>USA</b>  |   |  |                       |
| Mailing Address <b>3179 Stockton Place</b>   |  |   |   |  |                       |
| City <b>Palo Alto</b>  |  | State <b>CA</b>   |   | ZIP <b>94303</b>   |                       |
| Country <b>USA</b>   |  | Citizenship <b>USA</b>  |   |  |                       |
| NAME OF SECOND INVENTOR:   |  |   | <input type="checkbox"/> A petition has been filed for this unsigned inventor |  |                       |
| Given Name<br>(first and middle (if any)) <b>Krishna</b>   |  |   | Family Name<br>or Surname <b>Bharat</b>                                       |  |                       |
| Inventor's Signature    |  |   |   | Date <b>1/12/07</b>                                      |                       |
| Residence: City <b>Palo Alto</b>   |  | State <b>CA</b>   |   | Country <b>USA</b>                                       |                       |
| City <b>Palo Alto</b>  |  | State <b>CA</b>   |   | ZIP <b>94301</b>   |                       |
| Country <b>USA</b>   |  | Citizenship <b>India</b>  |   |  |                       |
| Mailing Address <b>1129 Hamilton Ave</b>   |  |   |   |  |                       |
| City <b>Palo Alto</b>  |  |   |   |  |                       |
| State <b>CA</b>  |  | ZIP <b>94301</b>  |   | Country <b>USA</b>                                       |                       |
| <input checked="" type="checkbox"/> Additional inventors are being named on the ...1... supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.   |  |   |   |  |                       |

Please type a plus sign (+) inside this box → 

Modified PTO/SB/02A (11-00)  
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 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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|  |  |
|--|--|
| <b>DECLARATION AND<br/>POWER OF ATTORNEY</b> | <b>ADDITIONAL INVENTOR(S)<br/>Supplemental Sheet<br/>Page 4 of 4</b> |
|--|--|

|   |          |   |                 |
|---|----------|---|-----------------|
| Name of Additional Joint Inventor, if any:      |          | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                 |
| Given Name (first and middle (if any))          |          | Family Name or Surname  |                 |
| Paul  |          | BUCHHEIT  |                 |
| Inventor's Signature                            |          | Date  |                 |
| Residence: City Mountain View                   | State CA | Country USA   | Citizenship USA |
| Mailing Address 900 High School Way, Apt. #2324 |          |   |                 |
| Mailing Address                                 |          |   |                 |
| City Mountain View                              | State CA | ZIP 94041   | Country USA     |
| Name of Additional Joint Inventor, if any:      |          | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                 |
| Given Name (first and middle (if any))          |          | Family Name or Surname  |                 |
|   |          |   |                 |
| Inventor's Signature                            |          | Date  |                 |
| Residence: City                                 | State    | Country   | Citizenship     |
| Mailing Address                                 |          |   |                 |
| Mailing Address                                 |          |   |                 |
| City  | State    | ZIP   | Country         |
| Name of Additional Joint Inventor, if any:      |          | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                 |
| Given Name (first and middle (if any))          |          | Family Name or Surname  |                 |
|   |          |   |                 |
| Inventor's Signature                            |          | Date  |                 |
| Residence: City                                 | State    | Country   | Citizenship     |
| Mailing Address                                 |          |   |                 |
| Mailing Address                                 |          |   |                 |
| City  | State    | ZIP   | Country         |

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|   |                               |                          |
|---|-------------------------------|--------------------------|
| <b>DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)</b><br><br><input type="checkbox"/> Declaration Submitted with Initial Filing      OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.18 (e)) required) | <b>Attorney Docket Number</b> | Google-35APP (GP-090-00- |
|   | <b>First Named Inventor</b>   | Jeffrey A. DEAN          |
|   | <b>COMPLETE IF KNOWN</b>      |                          |
|   | <b>Application Number</b>     | 10/748,870               |
|   | <b>Filing Date</b>            | December 29, 2003        |
|   | <b>Art Unit</b>               | 2127                     |
|   | <b>Examiner Name</b>          | Not yet assigned         |

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS

(Title of the invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) **December 29, 2003** as United States Application Number or PCT International

Application Number **10/748,870** and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

| Prior Foreign Application Number(s) | Country | Foreign Filing Date (MM/DD/YYYY) | Priority Not Claimed     | Certified Copy Attached? |                          |
|-------------------------------------|---------|----------------------------------|--------------------------|--------------------------|--------------------------|
|                                     |         |                                  |                          | YES                      | NO                       |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 4]

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**DECLARATION AND POWER OF ATTORNEY**  
**Utility or Design Patent Application****Power of Attorney:**

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michelle Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Andrew Watson (Reg. No. 46,371)  
Amln Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: ☒

Customer Number  
 or Bar Code Label

28478

OR ☐ Correspondence address below

Name Straub & Pokotylo

Address 620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor

City Tinton Falls

State NJ

ZIP 07724-3260

Country USA

Telephone (732) 542-9070

Fax (732) 542-9071

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name  
 (first and middle (if any)) Jeffrey A.

Family Name  
 or Surname Dean

Inventor's  
 Signature

Nov. 1, 2005  
 Date

Residence: City Palo Alto

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Country USA

Citizenship USA

Mailing Address 3179 Stockton Place

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State CA

ZIP 94303

Country USA

NAME OF SECOND INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name  
 (first and middle (if any)) Krishna

Family Name  
 or Surname Bharat

Inventor's  
 Signature

Date

Residence: City San Jose

State CA

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Citizenship India

Mailing Address 1458 Sierra Creek Way

City San Jose

State CA

ZIP 95132

Country USA

☒ Additional Inventors are being named on the ...1... supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

Please type a plus sign (+) inside this box



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| <b>DECLARATION AND<br/>POWER OF ATTORNEY</b> | <b>ADDITIONAL INVENTOR(S)<br/>Supplemental Sheet<br/>Page 4 of 4</b> |
|--|--|

|   |          |   |                 |
|---|----------|---|-----------------|
| Name of Additional Joint Inventor, If any:      |          | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                 |
| Given Name (first and middle (if any))          |          | Family Name or Surname  |                 |
| Paul  |          | BUCHHEIT  |                 |
| Inventor's Signature                            |          | Date  |                 |
| Residence: City Mountain View                   | State CA | Country USA   | Citizenship USA |
| Mailing Address 900 High School Way, Apt. #2324 |          |   |                 |
| Mailing Address                                 |          |   |                 |
| City Mountain View                              | State CA | ZIP 94041   | Country USA     |
| Name of Additional Joint Inventor, If any:      |          | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                 |
| Given Name (first and middle (if any))          |          | Family Name or Surname  |                 |
|   |          |   |                 |
| Inventor's Signature                            |          | Date  |                 |
| Residence: City                                 | State    | Country   | Citizenship     |
| Mailing Address                                 |          |   |                 |
| Mailing Address                                 |          |   |                 |
| City  | State    | ZIP   | Country         |
| Name of Additional Joint Inventor, If any:      |          | <input type="checkbox"/> A petition has been filed for this unsigned inventor |                 |
| Given Name (first and middle (if any))          |          | Family Name or Surname  |                 |
|   |          |   |                 |
| Inventor's Signature                            |          | Date  |                 |
| Residence: City                                 | State    | Country   | Citizenship     |
| Mailing Address                                 |          |   |                 |
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